



dedicated to finding a cure

Central Florida Chapter
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June 3, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street SW
Washington, D.C. 20554

Dear Mr. Martin:

It is an honor to correspond with the Federal Communications Commission regarding an outstanding media partnership in the Orlando market. As a Commission dedicated to maintaining quality materials and information, please accept this testimonial of one of the most professional, community-focused media partners with the highest regard.

For over two years, the Orlando CBS Radio affiliate, WOMX-FM/MIX 105.1, has stepped up to the challenge of highlighting our Orlando Walk to Cure Diabetes with impeccable quality and precision. As one of the largest, most successful fundraising walk events in the Central Florida community and nationally recognized as the "Nation's Best Loved Walk", the Walk to Cure Diabetes has grown steadily during the time that MIX 105.1 has been involved, increasing from 3,000 people in 2007 to over 3,500 participants in this fiscal year. The presence of Erica Lee, top-rated, local on-air personality, at all of the Walk sub-events has given the community a sense of connection to both the radio station and the event itself. All efforts by every staff member at MIX 105.1 have been of the utmost respectful, efficient and hospitable nature and we could never ask for a better radio partner than MIX 105.1.

As a non-profit organization, our sole mission is to fund research to find a cure for diabetes and its complications. The Juvenile Diabetes Research Foundation currently functions at nearly 91 percent efficiency and approximately 85 cents of every dollar we raise through events such as the Walk to Cure Diabetes is given directly to researchers working on finding a cure. Without the contribution of valuable air-time and radio publicity, this would not be possible. Due to the incredible amount of assistance MIX 105.1 has given this Chapter, we were able to communicate our mission and message to the community, which resulted in raising over \$500,000 for the Orlando Walk to Cure Diabetes in 2007 and are approaching \$500,000 in the 2008 fiscal year.

On behalf of the 18 million Americans living with diabetes, many of whom are children requiring multiple insulin injections daily to survive, we thank you and your colleagues in media who work to make a difference. Insulin is not a cure. With valuable partners like MIX 105.1 working to educate and inform this community, we are hopeful that a cure is within our reach.

Sincerely,

A handwritten signature in black ink, appearing to read "Kendra A. Presley". The signature is fluid and stylized, with a large, sweeping loop at the end.

Kendra A. Presley
Special Events Manager
Central Florida Chapter- Juvenile Diabetes Research Foundation